



## **SPORTING GOODS ISPO Summer 2006**

### **American Product Center**

#### **Your Key to Entering the European Market**

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1. The U.S. Department of Commerce's Office of Consumer Goods, in conjunction with the U.S. Commercial Service in Munich, Germany, will sponsor a U.S. Product Literature/Sample Center at the ISPO Summer 2006 trade show, July 16-18, 2006, in Munich.
2. ISPO, as Europe's leading sporting goods show, is an excellent venue in which to pursue expanding your sporting goods business internationally, and the Commerce Department's Product Center is the right place within ISPO to gain high-quality, low-cost exposure for your American-made products.
3. Europe, with the introduction of the euro in January 2002, is becoming one large and increasingly integrated market for the sporting goods industry. The European Monetary Union is effecting changes in both the market and the distribution practices. (Austria, Belgium, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal and Spain are the members.)
  - ISPO, which takes place in Munich, is strategically located in the geographical center of Europe.
  - "Euroland" = no border = 1 currency = tax-free trading community.
  - More than 300 million potential consumers.
4. ISPO's major product categories include all kinds of sporting equipment, apparel, accessories, and other sports-related products. The trade show's visitors consist of retail and wholesale sporting goods buyers from all over the world. U.S. sporting goods companies interested in gaining valuable exposure in Europe will not want to miss this opportunity. Foreign sales opportunities for U.S. sporting goods companies have been expanding, with U.S. sports equipment exports growing 5 percent in 2005 over the same period in 2004. ISPO, held annually, is an event with over 1,200 exhibitors with 2,500 name brand products and attracts more than 20,000 trade visitors. It has become recognized as a key event that fuels Europe's sporting goods market.
5. The U.S. Product Sample/Literature Center is an excellent and economical introduction for new-to-export and new-to-market sports equipment companies to the German market. For only \$750, it can serve your company's interests through:
  - Distributing your sales literature and catalogs, plus displaying your product samples
  - Identifying sales leads and registering potential customers for you, and
  - Listing your company in the widely distributed U.S. Product Center directory
6. Service and Value: Low-cost Market Visibility  
Experienced personnel from the U.S. Department of Commerce's Office of Consumer Goods, and the sporting goods industry specialist from the U.S. Commercial Service in

the American Consulate General in Munich will staff the Center. At this booth, your company's sales literature/sample products will be attractively exhibited and readily available to potential customers. Business visitors will be registered and receive the official American Product Center Directory, which will list your company's name, address, telephone number, fax number, website, and a brief description of your products and services. At the conclusion of the show you will be provided with the names and addresses of the visitors who indicated an interest in your company, so that you may follow up directly with additional information.

American Product Centers are an inexpensive and proven, successful marketing tool for many firms at major shows abroad. This Center provides participants with exposure to international markets at the low cost of \$750, plus shipping and handling expenses of your company brochures. All products must have U.S. content representing at least 51 percent of the value of the finished goods or services.

7. Market insight information: The German sporting equipment market reached \$8.25 billion in 2005. In this country of 82 million people, steady market growth is expected over the next few years. German exports totaled \$1.73 billion. Imports totaled \$3.69 billion, of which \$779 million came from the United States. American sporting goods products, especially those that are "Made in the USA," continue to set trends and gain popularity.

Experts believe that the following activities (based on popularity) will be the fastest-growing segments in the near-term: inline skating, outdoor, soccer, fitness, golf, biking, tennis, snowboarding, funsports, skateboarding, skiing, running/jogging, basketball, beach sports, badminton and handball.

8. Germany is Europe's largest sporting goods equipment market and a very sports-minded country. There are no fewer than 86,000 clubs, with 26 million members, associated with the "Deutscher Sportbund" (German Sports Federation). It is through the programs of these clubs, rather than school programs as in the United States, that the nation's elite athletes rise to the top.

Please visit the ISPO on the Internet: <http://www.ispo.com>

9. Deadline for the American Product Center is June 23, 2006.

For more information on participation, forms etc., please contact:

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